



ORDER

Flight Dates **08/07/12-08/24/12**

Contract / Revision **307207 /**

Original Date / Revision
08/07/12 08/07/12

Advertiser **Club for Growth Action**

Agency **Target Enterprises**

Buying Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Product

Club for Growth Action

Agency Com 15%

Billing Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Sales Office KNXVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A55+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Share 15% Market Value 305333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	259533

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	45	\$38,930.00	\$45,800.00	210.90
Totals	45	\$38,930.00	\$45,800.00	210.90

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/24/12	45	\$38,930.00	\$45,800.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/07/12	08/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:15/:15	2	\$500.00	P-2	1.80 BK	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week: 08/06/12		08/06/12	08/12/12	- TWTF--		2			\$500.00			1.80		
Week: 08/13/12		08/13/12	08/19/12	MTWTF--		3			\$500.00			1.80		
Week: 08/20/12		08/20/12	08/26/12	MTWTF--		1			\$500.00			1.80		
N 2	KNXV	08/07/12	08/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:15/:15	3	\$700.00	P-3	5.10 BK	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week: 08/06/12		08/06/12	08/12/12	- TWTF--		3			\$700.00			5.10		
Week: 08/13/12		08/13/12	08/19/12	MTWTF--		5			\$700.00			5.10		



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KNXV-TV
PHOENIX

Contract / Revision **307207** Flight Dates **08/07/12-08/24/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/07/12

Order Sep 00:20:00

<u>Advertiser</u>	Club for Growth Action	<u>Product</u>	Club for Growth Action	<u>Estimate #</u>
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KNXV	08/07/12	08/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:15/:15	3	\$700.00	P-3	5.10	BK	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	MTWTF--	2		\$700.00	5.10							
N 3	KNXV	08/07/12	08/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:15/:15	3	\$1,000.00	P-2	4.40	BK	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-TWTF--	3		\$1,000.00	4.40							
Week:		08/13/12	08/19/12	MTWTF--	5		\$1,000.00	4.40							
Week:		08/20/12	08/26/12	MTWTF--	2		\$1,000.00	4.40							
N 4	KNXV	08/07/12	08/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:15/:15	3	\$1,500.00	P-2	7.00	BK	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-TWTF--	3		\$1,500.00	7.00							
Week:		08/13/12	08/19/12	MTWTF--	5		\$1,500.00	7.00							
Week:		08/20/12	08/26/12	MTWTF--	2		\$1,500.00	7.00							
N 5	KNXV	08/07/12	08/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:15/:15	3	\$1,200.00	P-2	3.90	BK	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-TWTF--	3		\$1,200.00	3.90							
Week:		08/13/12	08/19/12	MTWTF--	5		\$1,200.00	3.90							
Week:		08/20/12	08/26/12	MTWTF--	1		\$1,200.00	3.90							
Totals														45	\$45,800.00